fashion calendar

File copy
Aug 19-
1957

8 EAST 77th STREET
NEW YORK 21, N. Y.
TRAFALGAR 9-2343

1957

WEEK OF

january

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february

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17th YEAR · A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

january—1958

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february—1958

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march—1958

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK BEGINNING MONDAY, AUGUST 19, 1957		
Monday August 19 9:30 A.M. Breakfast	PRESS PREVIEW OF "BIG SECRET"	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
	Macy's introduces its "Big Secret" to the press. By invitation only. Publicity: Barbara Moskowitz, OX. 5-4000, Ext. 2910.		
Monday August 19 3:00 P.M. Cocktails	FABRIC PREVIEW: 1958 COTTONS AND BLENDS	PACIFIC MILLS FABRICS	1407 BROADWAY SHOWROOM - 9TH FLOOR
	Preview for press only of new Resort and Spring cottons and blends. By invitation. Buyers and retail store executives, Aug. 20, 9:30-12:00 Noon. Open house for trade, Aug. 20-23. Contact: Liz Daly, BR. 9-3366, Ext. 407.		
Beginning Monday August 19	PREVIEW OF 1958 BARTACOTONE FABRICS	BART SCHWARTZ INT'L TEXTILES LTD.	1407 BROADWAY SHOWROOM - 17TH FLOOR
	Showing of Italian prints on cotton for Resort and Spring. By invitation. Publicity: Peggy Cantor, WI. 7-1228.		
Tuesday August 20 9:15 A.M. Breakfast	OPENING OF GIFT SHOP AND AT HOME SHOP	GUNTHER JAECKEL	10 EAST 57TH STREET STREET FLOOR
	Press preview of new shop featuring at home fashions; also opening of new gift shop. By invitation. Contact: Mrs. Pleasants Pennington, PL. 5-7000.		
Tuesday August 20 9:30 A.M. Breakfast	PREVIEW OF HOLIDAY MILLINERY COLLECTION	CHANDA, INC. (6 WEST 57TH ST.)	HOTEL PLAZA WHITE & GOLD SUITE
	Chanda will present a preview of his Holiday millinery to press and buyers. By invitation. Publ.: Phyllis Youngheart, 400 E. 58 St., PL. 1-0752.		
Postponed August 20	GIMBELS PRESS PREVIEW OF ACCESSORIES, ORIGINALLY SCHEDULED FOR AUGUST 20, HAS BEEN POSTPONED TO AUGUST 27 AT 10:30 A.M. (See Pg. 2).		
Wednesday August 21 10:00 A.M. Coffee	PRESS PREVIEW OF CHUBBY FASHIONS	LANE BRYANT	465 FIFTH AVENUE 10TH FLOOR
	Lane Bryant will present their Fall chubby fashions for girls, sub-teens and teens. By invitation. Publ.: Paula Miller, LE. 2-0200, Ext. 340.		
Wednesday August 21 12:00 Noon Luncheon	SPECIAL REPORT ON EUROPEAN COLLECTIONS	N.Y. FASHION DESIGNERS, INC. (1457 BROADWAY)	SHERATON-ASTOR HOTEL CORAL ROOM
	Report on European collections by Betsy Talbot Blackwell, editor-in-chief, "Mademoiselle", at a luncheon. Price $6.00. Contact: WI. 7-0324.		
Wednesday August 21 3:30 P.M.- 6:30 P.M.	PRESS PREVIEW OF KNITWEAR FASHIONS	TALBOTT KNITTING MILLS (1407 BROADWAY)	HOTEL PIERRE BALLROOM
	Talbott Knitting Mills will present their Holiday and Resort collection to the press. By invitation. Publicity: Mello Meldram, BR. 9-5265.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday August 21-August 22	PRESS PREVIEW: SPRING AND SUMMER 1958 FABRICS	DU PONT CO.	EMPIRE STATE BLDG. SHOWROOM - 4TH FLOOR
	Presentation of Spring-Summer 1958 fabrics, containing Du Pont's textile fibers for women's and children's wear. Press by invitation. Trade showings beginning Friday, August 23, by appointment. Trade contact: Ethel Radon; Publicity: Katherine Patterson, LO. 3-6400.		
Postponed August 22	PRESS PREVIEW OF THE COWARD SHOE FALL COLLECTION, ORIGINALLY SCHEDULED FOR AUGUST 22, HAS BEEN POSTPONED TO SEPT. 11 AT 10:00 A.M. (See Pg. 4).		
Thursday August 22 10:00 A.M.	PRESS PREVIEW OF SCHIAPARELLI FURS	MARTIN'S (BROOKLYN)	6TH FLOOR EXECUTIVE OFFICES
	Martin's will present their collection of furs by Schiaparelli; also Andrew Geller shoes. By invitation. Publ.: Rita Dobbins, TR. 5-3100.		
Thursday August 22 4:30 P.M. Cocktails	DIOR JUNIORS IN "MISS BERGDORF" SHOP	BERGDORF GOODMAN	716 FIFTH AVENUE 5TH FLOOR
	Second Anniversary of "Miss Bergdorf" introducing a collection of Dior Juniors. By invitation. Publicity: Florence Neff, PL. 3-7300.		
Friday August 23 9:30 A.M.	OPENING OF NEW JUNIOR FLOOR	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
	By invitation. Publicity: Barbara Moskowitz, OX. 5-4400, Ext. 2910.		
Monday August 26 12:30 P.M.	PRESS PREVIEW OF "COLLEGE CARAVAN"	BAMBERGER'S (NEWARK)	3RD FLOOR
	By invitation. Publicity: Dorothy Parr, MArket 4-2400, Ext. 2024.		
Tuesday August 27 10:30 A.M. Breakfast	PRESS PREVIEW OF FALL ACCESSORIES	GIMBELS	3RD FLOOR BRIDAL SALON
	Gimbels preview of Fall accessories. (Note Change of Date). By invitation. Publicity: Margot Infantino, LO. 5-1500, Ext. 600.		
Tuesday August 27 12:00 Noon Luncheon	PRESS PREVIEW OF SOPHIE-DESIGNED FURS	SAKS FIFTH AVENUE	5TH FLOOR
	A new collection of Sophie-designed furs, made exclusively at Saks Fifth Avenue. By invitation. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.		
Wednesday August 28 12:30 P.M. Luncheon	PREVIEW OF CHILDREN'S HOLIDAY COLLECTION	JACK BORGENICHT, INC.	1333 BROADWAY SHOWROOM - 10TH FLOOR
	Seventy-Fifth Anniversary celebration--press preview of Holiday dresses for children, introducing Dorothy Baker, new executive designer. By invitation. Contact: Sadie Borgenicht, LO. 5-0030.		
Thursday August 29 9:30 A.M. Breakfast	PRESS PREVIEW OF IMPORT FASHIONS	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
	Macy's will preview their import collection to the press. By invitation. Publicity: Barbara Moskowitz, OX. 5-4400, Ext. 2910.		
Sept. 2	LABOR DAY (Monday)--Legal Holiday.		
Tuesday Sept. 3 11:30 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS	BERGDORF GOODMAN	2ND FLOOR
	Bergdorf Goodman will preview their custom-order collection to the press. By invitation. Publicity: Florence Neff, PL. 3-7300.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Sept. 3 4:00 P.M. Cocktails	PRESS PREVIEW OF ACCESSORIES BAZAAR	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
	Press preview of accessory imports for fashion newspapers and magazines. By invitation. Publ.: Barbara Moskowitz, OX. 5-4400, Ext. 2910.		
Beginning Tuesday Sept. 3	OPENING: FRENCH IMPORTS AND HOLIDAY FASHIONS	R. MIGNON & SONS	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
	Mignon will present their French imports and Holiday collection. Continuous daily thereafter. Contact: Florence Farmer, BR. 9-5991.		
Wednesday Sept. 4 9:00 A.M. Coffee	PRESS PREVIEW: NEW SHOE COLLECTION	SAKS-34TH	3RD FLOOR SHOE SALON
	"Vive Promette"--introduction of new shoe collection. By invitation. Contact: Arthur See, LA. 4-7000.		
Wednesday Sept. 4 11:30 A.M.	PRESS PREVIEW OF SOPHIE ORIGINALS	SAKS FIFTH AVENUE	611 FIFTH AVENUE SALON - 3RD FLOOR
	Saks Fifth Avenue will show their custom-order collection designed by Sophie. By invitation. Publ.: Grace de Mun, PL. 3-4000, Ext. 7064.		
Thursday Sept. 5 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL COLLECTION	PECK & PECK	260 FOURTH AVENUE EXEC. OFFICES-6TH FL.
	Peck & Peck will preview their fine Fall fashions to the press. By invitation. Publicity: Dorothy Jane Todd, OR. 3-4700.		
Thursday Sept. 5 9:30 A.M. Breakfast	PRESS PREVIEW OF SWIMWEAR	JOHN WEITZ FOR ELON OF CALIFORNIA	1407 CLUB 1407 BROADWAY
	"The Chameleon"--new kind of swimwear by John Weitz, will be presented to the press. By invitation only. Contact: Minna Greenberg, LO. 3-4920.		
Thursday Sept. 5 3:00 P.M.	PRESS PREVIEW OF CUSTOM-ORDER COLLECTION	HATTIE CARNEGIE	42 EAST 49TH STREET SALON
	Hattie Carnegie will preview custom-order fashions to the press. By invitation. Publicity: Ruth Smith, PL. 5-2600.		
Saturday Sept. 7 12:30 P.M.	PREVIEW OF SUB-TEEN FASHIONS FOR FALL	BAMBERGER'S (NEWARK, N.J.)	4TH FLOOR CHARM COURT
	By invitation. Publicity: Dorothy Parr, Market 4-2400.		
Monday Sept. 9 11:00 A.M.	PRESS PREVIEW OF BENDEL ORIGINALS	HENRI BENDEL	10 WEST 57TH STREET 9TH FLOOR
	Preview for the press of Bendel originals. By invitation. Publicity: Winifred Galbraith, CI. 7-1100.		
Sept. 9- Sept. 12	FASHION ACCESSORIES & BOUTIQUE SHOW AT N.Y. TRADE BLDG., 500 EIGHTH AVE. Contact: Arthur Tarshis Assoc., 12 W. 72nd St., TR. 3-7128.		
Beginning Monday Sept. 9	CALIFORNIA RESORT WEAR OPENINGS	CALIFORNIA FASHION CREATORS	INDIVIDUAL SHOWROOMS
	Contact: California Fashion Creators, 740 South Broadway, Los Angeles, Cal.		
Tuesday Sept. 10 11:30 A.M.	PRESS PREVIEW OF IMPORT COLLECTION	BERGDORF GOODMAN	2ND FLOOR
	By invitation only. Publicity: Florence Neff, PL. 3-7300.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Cancelled Sept. 10	GIMBELS PRESS PREVIEW OF FALL AND HOLIDAY SHOES, ORIGINALLY SCHEDULED FOR SEPT. 10 AT 9:30 A.M., HAS BEEN CANCELLED.		
Tuesday Sept. 10 12:30 P.M. Luncheon	SHOWING OF FALL FASHIONS AT LUNCHEON Presentation of Fall Hattie Carnegie Originals during luncheon. (Note Change Of Date.) Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Carnegie Contact: Ruth Smith, PL. 5-2600; Waldorf: James Lawler, EL. 5-3000.	HATTIE CARNEGIE	WALDORF-ASTORIA EMPIRE ROOM
Tuesday Sept. 10 1:00 P.M.	PREVIEW: CRUISE AND HOLIDAY JUNIOR FASHIONS Cruise and Holiday junior collection designed by Lee Evans, with showings at 1:00 P.M., Sept. 10-12. By invitation. Contact: Jean Ring, OX.5-4760.	MR. MORT, INC.	498 SEVENTH AVENUE SHOWROOM-7TH FLOOR
Tuesday Sept. 10 2:00 P.M.	PREVIEW: HOLIDAY AND RESORT JUNIOR FASHIONS Preview of junior collection designed by Betty Carol, including Resort, Holiday and early Spring fashions. By invitation. Contact: Bettye Whiteman, CH. 4-8876.	MAM'SELLE DRESS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FL.
Tuesday Sept. 10	OPENING: HOLIDAY JUNIOR COLLECTION Showings by appointment. Contact: Ray Horwitz, LO. 4-1860.	JACK HORWITZ, ASSOC.	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Wednesday Sept. 11 10:00 A.M. Coffee	PRESS PREVIEW OF FALL SHOES Press preview of Coward Shoe Fall footwear. (Note Change Of Date.) By invitation. Publicity: Paula Miller, LE. 2-0200.	COWARD SHOE, INC.	350 FIFTH AVENUE ROOM 218
Wednesday Sept. 11 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Showing of Fall collection. Press by invitation. Public by reservation: contact: Headwaiter, EL. 5-3000. Martier-Raymond contact: PL. 3-0020.	MARTIER-RAYMOND (36 CENT. PK. SO.)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Sept. 11 3:00 P.M. Champagne	PREVIEW OF FALL AND WINTER COLLECTION Eleanora Garnett will present her Fall and Winter custom collection to press and customers. By invitation. Publicity: Elizabeth Maher Assoc., 424 Madison Ave., EL. 5-4248.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Thursday Sept. 12 12:30 P.M. Luncheon	TATIANA OF SAKS CUSTOM MILLINERY Press showing of Fall custom-made millinery designed by Tatiana du Plessix. By invitation. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE-2ND FL.
Thursday Sept. 12 12:30 P.M. Luncheon	FASHIONS BY BRANELL AT LUNCHEON SHOW Press by invitation. Public by reservation. Publicity: Best--Helen Latham, PL. 9-2000; Branell--Eleanor Lambert, MU. 8-2130.	BEST & CO.,	WALDORF-ASTORIA PEACOCK LOUNGE
Thursday Sept. 12 3:00 P.M.	PRESS PREVIEW OF IMPORT COLLECTION By invitation. Publicity: Ruth Smith, PL. 5-2600.	HATTIE CARNEGIE	42 EAST 49TH STREET SALON

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Sept. 12- Sept. 22	EIGHTH ANNUAL HOME FURNISHINGS SHOW	NATIONAL HOME FURNISHINGS SHOW	N.Y. COLISEUM COLUMBUS CIRCLE
	Publ.: Nan Morrison, Harold J. Siesel Co., 216 E. 49th St., PL. 9-6440.		
Monday Sept. 16 12:15 P.M.; 6:00 P.M.	FALL FASHIONS BY GLORIA SWANSON	SAKS-34TH	5TH FLOOR
	"Reflections of Fashion"--showing of Fall fashions designed by Gloria Swanson. Press invited. Open to public. Publ.: Arthur See, LA. 4-7000.		
Sept. 16- Sept. 22	NATIONAL SWEATER WEEK. Contact: National Outerwear Foundation, 386 Fourth Ave., MU. 3-7520.		
Tuesday Sept. 17 10:30 A.M.	OPENING OF RESORT COLLECTION	SIR JAMES, INC.	1407 BROADWAY SHOWROOM - 34TH FLOOR
	Coordinates, separates and dresses will be presented at 10:30 A.M., Sept. 17-20. By invitation. Contact: Harriette Wittman at Sir James, PE. 6-8263.		
Tuesday Sept. 17 11:30 A.M.	PRESS PREVIEW OF FALL READY-TO-WEAR	BERGDORF GOODMAN	4TH FLOOR
	Bergdorf Goodman will preview their Bernard Newman originals and Fall fashions by Curiel of Italy. By invitation. Publicity: Florence Neff, PL. 3-7300.		
Tuesday Sept. 17 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW	ARNOLD CONSTABLE	WALDORF ASTORIA EMPIRE ROOM
	Arnold Constable's 132nd Anniversary, with a showing of Fall fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publ.: Gloria Geis, MU. 5-2300.		
Tuesday Sept. 17 3:00 P.M.	PRESS PREVIEW OF CUSTOM COLLECTION	ELIZABETH ARDEN	691 FIFTH AVENUE SALON
	Elizabeth Arden will invite the press to preview her collection, designed by Count Sarmi. By invitation. Publicity: Alan McGeehan at Rasponi Associates, Inc., TE. 8-8171.		
Wednesday Sept. 18 10:00 A.M. Coffee	PRESS PREVIEW OF FALL FASHIONS	GUNTHER JAECKEL	10 EAST 57TH STREET 3RD FLOOR
	"Your Fashion Horoscope"--highlights from a collection by leading designers. Customer showings, Sept. 18 and 19 at 2:45 P.M. By invitation. Contact: Mrs. Pleasants Pennington, PL. 5-7000.		
Wednesday Sept. 18 12:00 Noon Luncheon	HOME FASHIONS LUNCHEON MEETING	NAT'L HOME FASHIONS LEAGUE (767 LEX. AVE.)	HOTEL ROOSEVELT BALLROOM
	"Innocents Abroad --America's Influence On Europe". Demonstration and commentary by Mary Hamman, "Life"; and Betty Pepis, Roy Bernard Assoc. Price: $6.50; members; $7.50, guests. Contact: Josephine Brush, TE.8-5133.		
Wednesday Sept. 18 2:30 P.M. Cocktails	SPECIAL CONFERENCE ON FORMAL FASHIONS	S. RUDOFKER'S SONS ("AFTER SIX FORMALS")	WALDORF-ASTORIA WEST FOYER
	Special meeting--"Remember Go Formal New Year's Eve". Theme: "The Bells Are Ringing" -- Host and Hostess: Judy Holliday and Sydney Chaplin. By invitation. Publicity: Saul Richman Assoc., 151 E. 50th St., MU. 8-1770.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 18 3:00 P.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS	OLDRIC ROYCE	16 EAST 52ND STREET SALON
	By invitation. Publicity: Nona James, 23 East 39th St., MU. 5-4834.		
Thursday Sept. 19 4:00 P.M.- 6:00 P.M.	PREVIEW OF SWIMSUIT COLLECTION	CATALINA, INC. (425 FIFTH AVENUE)	HOTEL PLAZA TERRACE ROOM
	Preview of 1958 Cruise and Summer swimsuits and playclothes. By invitation. Publicity: Kay Wilson at Catalina, MU. 3-7020.		
Friday Sept. 20 9:00 A.M.& 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
	Co-Chairmen: Margaret deMille and Bettina Ballard. (Prices and more details later.) Contact: The Fashion Group, CI. 7-3940.		
Monday Sept. 23 3:30 P.M. Cocktails	PREVIEW: CRUISE AND SUMMER SWIMSUITS	ROXANNE SWIM SUIT CO. (1407 BROADWAY)	SAVOY PLAZA HOTEL SAVOY ROOM
	Roxanne will present a preview of their 1958 swimsuit collection. Showing at 4:00 P.M. By invitation. Contact: Marion Cherry, at Diamond-Barnett, 6 East 45th St., MU. 2-7025.		
Tuesday Sept. 24; Sept. 25 9:00 A.M. Breakfast	PRESS PREVIEW OF NEW PRINT FABRICS	FULLER FABRICS	STEVENS BUILDING 1460 B'WAY - 2ND FL.
	Fuller Fabrics will present a press preview of Boussac prints on American cottons: Tues., Sept. 24 to fashion press; Wed., Sept. 25, resident buyers. By invitation. Contact: Marcelle Feybusch, OX. 5-1700.		
Tuesday Sept. 24 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS	MAINBOCHER	6 EAST 57TH STREET SALON
	Mainbocher will present his custom-order collection to the press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday Sept. 24 11:30 A.M.	PRESS PREVIEW OF GIFTS AND ANTIQUES	BERGDORF GOODMAN	4TH FLOOR
	Bergdorf Goodman will preview their collection of gifts and antiques to the press. By invitation. Publicity: Florence Neff, PL. 3-7300.		
Tuesday Sept. 24 4:00 P.M. Cocktails	PREVIEW OF SWIMSUITS AND TRAVEL WARDROBE	JANTZEN, INC. (261 MADISON AVE.)	HOTEL PIERRE GRAND BALLROOM
	Resort and Spring preview of Jantzen swimsuits and sunclothes; also travel wardrobe of coats, suits and dresses, designed by Jeri Holmes. By invitation. Publicity: Lillian Zmania, OX. 7-0811.		
Wednesday Sept. 25 12:30 P.M. Luncheon	BEN GERSHEL FASHIONS AT LUNCHEON SHOW	B. ALTMAN & CO.	WALDORF-ASTORIA EMPIRE ROOM
	Press by invitation. Public by reservation. Altman Publicity: Eleanor Horton, MU. 9-7000.		
Sept. 26	ROSH HASHONAH -- First Day of Jewish New Year -- (Thursday).		
Friday Sept. 27 11:30 A.M.	PRESS PREVIEW: FALL AND WINTER FURS	BERGDORF GOODMAN	2ND FLOOR
	Bergdorf Goodman will preview their Fall and Winder furs, designed by Emeric Partos. By invitation. Publicity: Florence Neff, PL. 3-7300.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

RESORT-SPRING COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

MONDAY, SEPT. 30		
Zoltan Rosenberg Co.	2:30 P.M.	550 7th, LA. 4-6691
TUESDAY, OCT. 1		
Kane-Weill.	10:30 A.M.	498 7th, LO. 5-3041
Sport-Craft, Inc.	2:30 P.M.	550 7th, LA. 4-9724
WEDNESDAY, OCT. 2		
Davidow.	By appointment.	550 7th, PE. 6-6909
David M. Goodstein, Inc.	10:30 A.M.	498 7th, LA. 4-2577

Tuesday Oct. 1 11:00 A.M.	PRESS PREVIEW: RESORT AND HOLIDAY MILLINERY	MISS MARY	37 WEST 57TH STREET SALON
	Miss Mary will present her Resort and Holiday collection to the press and buyers. By invitation. Publicity: Maud Moody, LE. 2-5562.		
Tuesday Oct. 1 12:30 P.M. Luncheon	DIAMONDS-INTERNATIONAL AWARDS LUNCHEON	N. W. AYER & SON, INC. (30 ROCKEFELLER PLAZA)	PLACE TO BE ANNOUNCED
	Presentation of 23 International Awards for diamond jewelry design, chosen from sketches submitted anonymously to a selection committee. Contact: Mildred Kosick, PL. 7-5700.		
Tuesday Oct. 1 4:00 P.M. Cocktails	PRESS PREVIEW: CRUISE & RESORT FASHIONS	PLATTRY COUNTRY WEAR (498 SEVENTH AVENUE)	HOTEL AMBASSADOR BALLROOM
	Press preview of swimwear, sportswear and dresses designed by Greta Plattry. By invitation. Continuous thereafter in showroom. Publicity: Margaret Hodge, 15 East 48th St., PL. 5-7630.		
Wednesday Oct. 2 4:00 P.M. Cocktails	PREVIEW: SPRING AND RESORT SWEATER FASHIONS	KORRIGAN LESUR CORP. (580 FIFTH AVENUE)	SAVOY PLAZA HOTEL LE CHATEAU, 11TH FL.
	Preview of Korrigan Lesur's Spring and Resort sweater collection. Showing at 4:30 P.M. By invitation. Publ.: Ruth Hammer, 2 W. 59th St., EL. 5-7872.		
Thursday Oct. 3 9:00 A.M. Breakfast	PREVIEW: 1958 COLE & DIOR SWIM FASHIONS	COLE OF CALIFORNIA (2615 FRUITLAND, L.A.)	HOTEL PLAZA BALLROOM
	Preview of Cole's 1958 collection of misses and junior beachwear; also the swimsuit collection designed by Christian Dior exclusively for Cole. Showing at 9:30 A.M. By invitation. N.Y. Contact: 1407 B'way, Room 2703, BR. 9-2886. Contact: Anne Cole, 2615 Fruitland, Los Angeles.		
Thursday Oct. 3 12:00 Noon	FABRICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	SHERATON-ASTOR HOTEL BALLROOM
	Co-chairmen: Frances Clarke and Ann Boucher. Contact: CI. 7-3940.		
Tuesday Thursday Oct. ~~3~~ 1 8:30 P.M.	ANNUAL COTY AMERICAN FASHION CRITICS' AWARD	COTY, INC.	METROPOLITAN MUSEUM GRACE R. ROGERS AUD.
	Formal presentation of the annual Coty American Fashion Critics' Award to fashion designers, designated by a jury of ~~seventy~~ fashion editors. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Friday Oct. 4 11:00 A.M.	PRESS PREVIEW OF RESORT-SPRING COLLECTION	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Trade showings Oct. 9, 10 and 15 at 11:00 A.M. By invitation and reservation. Contact: WI. 7-4968.		
Oct. 5	YOM KIPPUR -- Jewish Day of Atonement (Saturday).		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

SPRING-RESORT OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)
(Earliest opening date ever for the FOGA Spring collections)

Beginning Monday Oct. 7	LARRY ALDRICH CO., INC.	530 7th Ave.	(12 Fl.)	. . .	CH. 4-1872
	BEN BARRACK, INC.	498 7th Ave.	(7 Fl.)	. . .	LO. 4-3923
	HARVEY BERIN, LTD.	530 7th Ave.	(7 Fl.)	. . .	PE. 6-0206
	BRANELL.	530 7th Ave.	(27 Fl.)	. . .	PE. 6-6983
	WILLIAM FOX, INC.	530 7th Ave.	(21 Fl.)	. . .	OX. 5-4070
	ED GERRICK, INC.	550 7th Ave.	(7 Fl.)	. . .	LO. 4-1820
	A. GOODMAN & CO., INC.	530 7th Ave.	(12 Fl.)	. . .	WI. 7-4077
	GRABOIS.	498 7th Ave.	(5 Fl.)	. . .	CH. 4-2767
	GROBE ORIGINALS, INC.	498 7th Ave.	(16 Fl.)	. . .	BR. 9-8394
	HARMAY.	498 7th Ave.	(22 Fl.)	. . .	PE. 6-5547
	JACK HORWITZ ASSOCIATES	498 7th Ave.	(9 Fl.)	. . .	LO. 4-1860
	JOBERE, INC.	530 7th Ave.	(20 Fl.)	. . .	PE. 6-1938
	JUNIOR SOPHISTICATES CO.	498 7th Ave.	(4 Fl.)	. . .	LO. 4-0462
	NAT KAPLAN, INC..	498 7th Ave.	(21 Fl.)	. . .	LO. 5-4115
	DAVID LEVINE CO.	530 7th Ave.	(21 Fl.)	. . .	LA. 4-0237
	ROSALIE MACRINI	550 7th Ave.	(11 Fl.)	. . .	CH. 4-2655
	PAUL PARNES CORP.	498 7th Ave.	(10 Fl.)	. . .	CH. 4-4600
	REICH-GOLDFARB CO., INC.	498 7th Ave.	(7 Fl.)	. . .	WI. 7-5374
	BEN REIG, INC.	498 7th Ave.	(23 Fl.)	. . .	CH. 4-1542
	RUDOLF GOWNS	530 7th Ave.	(12 Fl.)	. . .	WI. 7-6865
	MARTIN SIMON, INC.	498 7th Ave.	(7 Fl.)	. . .	LA. 4-2877
	HERBERT SONDHEIM, INC.	530 7th Ave.	(20 Fl.)	. . .	LA. 4-7540
	SUZANNE-AUGUSTINE, INC.	1 W. 47th St.	(7 Fl.)	. . .	PL. 7-3465
	HANNAH TROY, INC.	530 7th Ave.	(2 Fl.)	. . .	LO. 3-0988
	SAMUEL WINSTON, INC.	530 7th Ave.	(11 Fl.)	. . .	CH. 4-2617

Contact: Leonard Gendler, 1440 Broadway, CH. 4-6945.

Monday Oct. 7 4:00 P.M.- 7:00 P.M. Cocktails	SPRING COLLECTION BY LUIS ESTEVEZ	GRENELLE-ESTEVEZ, LTD. (550 SEVENTH AVENUE)	WALDORF-ASTORIA JADE SUITE

Preview of Resort and Spring fashions, designed by Luis Estevez. By invitation. Trade showings thereafter at 12:00 Noon in showroom. Contact: Elizabeth Harris, LO. 4-5820.

Tuesday Oct. 8 3:00 P.M. Cocktails	SWIMWEAR FASHION SHOWING AT COCKTAILS	ROSE MARIE REID	WALDORF-ASTORIA STARLIGHT ROOF

Preview of the Rose Marie Reid 1958 swimsuit collection to press and buyers. By invitation. Publicity: Virginia Dickson at Rose Marie Reid, PE. 6-6275.

Wednesday Oct. 9 4:00 P.M. Cocktails	PRESS PREVIEW: RESORT & HOLIDAY COLLECTION	WHITE STAG (1407 BROADWAY)	HOTEL AMBASSADOR TRIANON ROOM

White Stag will present their women's and girls' Resort and Spring fashions to the press. Showing at 4:30 promptly. By invitation. Contact: Barbara McGinniss, BR. 9-1974.

Thursday Oct. 10 4:00 P.M. Cocktails	PRESS PREVIEW: HOLIDAY AND RESORT FASHIONS	DONALD BROOKS (36 WEST 38TH STREET)	HOTEL AMBASSADOR TRIANON ROOM

Donald Brooks will present his new collection of misses fashions to the press. Showing at 4:30 P.M. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.

MOVIES...MUSIC...THEATRE...BALLET

Tuesday August 20 — RE-OPENING: "SIMPLY HEAVENLY" PLAYHOUSE THEATRE, 137 WEST 48TH ST.
The Langston Hughes-David Martin musical folk comedy, with an entirely new setting designed by Raymond Sovey. Publicity: Dave Lipsky, CH. 4-5185.

Wednesday Sept. 4 — OPENING: "ICE CAPADES" MADISON SQUARE GARDEN, 8TH AVE. & 49TH ST.
"Six Shows in One"--18th edition, presented by John Harris, featuring Ronnie Robertson, Bobby Specht and Kathy Machado. Choreography for "Carmen": Jose Greco. Dir: John Harris. Publ: Lillian Jenkins: CO. 5-6800.

Sunday Sept. 8-Sept. 15 — FIRST WEEK: ROYAL BALLET MET. OPERA HOUSE, BROADWAY & 39TH STREET
Sun., Sept. 8 and Tues., Sept. 10: "Sleeping Beauty". Wed., Sept. 11 and Thurs., Sept. 12: "Les Patineurs", "Petrouchka" (New Production). Fri., Sept. 13 and Sat., Sept. 14: "Sylvia". Sun., Sept. 15: "Sleeping Beauty". Publicity: Martin Feinstein, PL. 9-6000.

Wednesday Sept. 11 — OPENING: "CAROUSEL" N.Y. CITY CENTER, 131 WEST 55TH STREET
Revival of the Rodgers-Hammerstein musical, with an all star cast for a 3-week limited engagement. Director: John Fearnley. Settings: Oliver Smith. Lighting: Peggy Clark. Publicity: Jean Dalrymple: JU. 6-2828.

Tuesday Sept. 24 — PREMIERE: "SEARCH FOR PARADISE" (Cinerama) WARNER THEA., B'WAY & 47TH ST.
Lowell Thomas will present the fourth production, based on a story of two American aviators searching for "Shangri-La" in Central Asia. Robert Merrill will introduce four new songs. Music and Score: Dimitri Tiomkin. Director: Otto Iang. Publicity: Everett Callow, JU. 6-8400.

Thursday Sept. 26 — OPENING: "WEST SIDE STORY" WINTER GARDEN, 1634 BROADWAY
Griffith-Prince, by arrangement with Roger Stevens will present the Arthur Laurents play based on an idea by Jerome Robbins. Cast features: Carol Lawrence, Larry Kert and Chita Rivera. Director: Jerome Robbins. Music: Leonard Bernstein. Settings: Oliver Smith. Costumes: Irene Sharaff. Publicity: Reuben Rabinovitch, LA. 4-1839.

Wednesday Oct. 2 — OPENING: "SATURDAY NIGHT KID" MOROSCO THEATRE, 217 WEST 45TH STREET
Co-starring Shelley Winters and Joseph Wiseman, the three character play will be presented by Oliver Smith and Roger Stevens. Director: George Keathley. Publicity: William Fields, PL. 7-6846.

Thursday Oct. 10 — OPENING: "ROMANOFF & JULIET" PLYMOUTH THEATRE, 236 WEST 45TH STREET
Peter Ustinov will star in his own play, presented by David Merrick. Director: George Kaufman. Publicity: Harvey Sabinson, CI. 6-0856.

Tuesday Oct. 14 — OPENING: "COMPULSION" BELASCO THEATRE, 111 WEST 44TH STREET
Michael Myerberg will present the dramatization of Meyer Levin's novel based on the famous Leopold-Loeb trial. Publ: Bill Doll, WI. 7-2386.

Wednesday Oct. 16 — OPENING: "NATURE'S WAY" CORONET THEATRE, 230 W. 49TH STREET
Alfred de Liagre will present Herman Wouk's new play, with Orson Bean and Audrey Christie. Director: Basil Langton. Sets and Costumes: Donald Oenslager. Publicity: Ben Washer, PL. 9-5484.

Thursday Oct. 17 — OPENING: "COPPER AND BRASS" MARTIN BECK THEATRE, 302 W. 45TH ST.
Austin-Noyes will present a musical starring Joan Blondell and Nancy Walker. Featuring Norma Douglas, Sue Ann Langdon, and the team of Tina and Coco. Music: David Baker. Publ: Barry Hyams, CO. 5-4784.